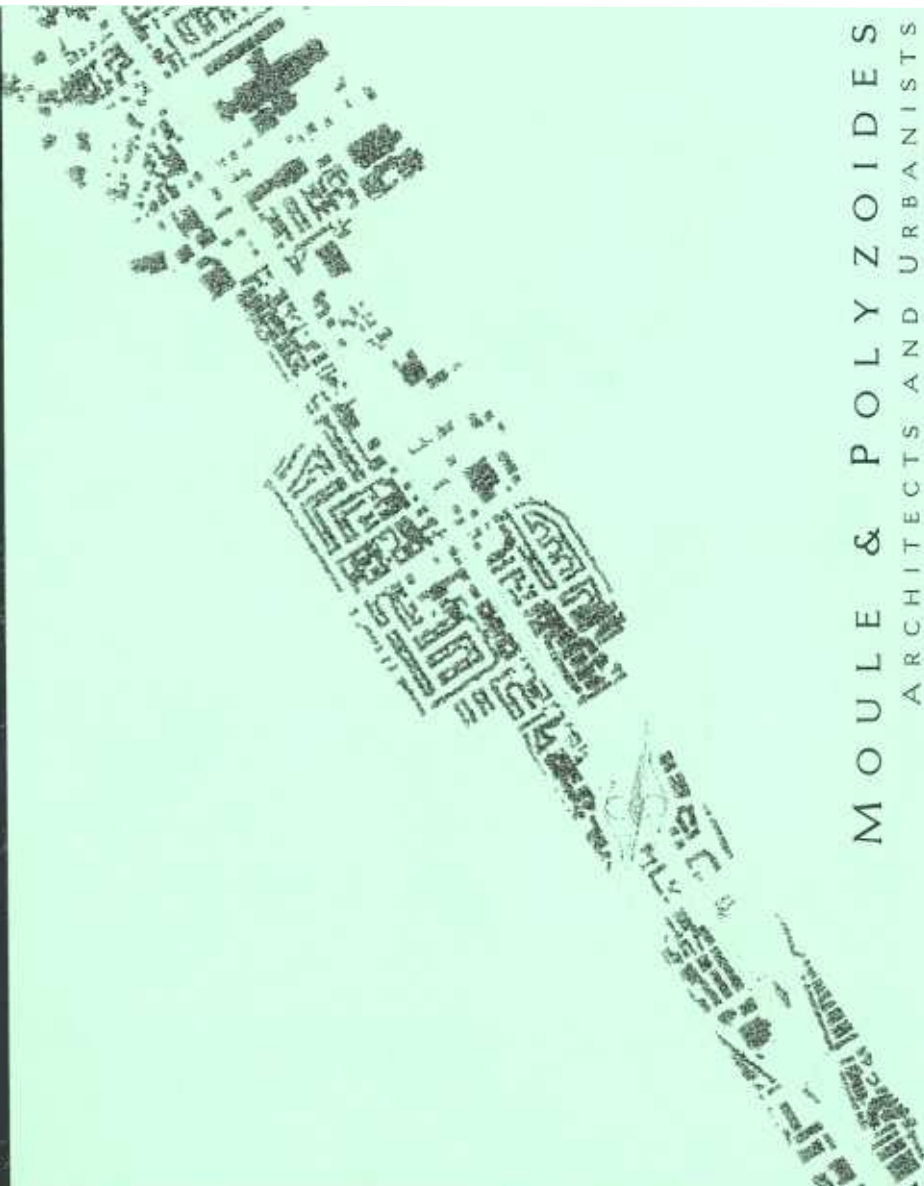
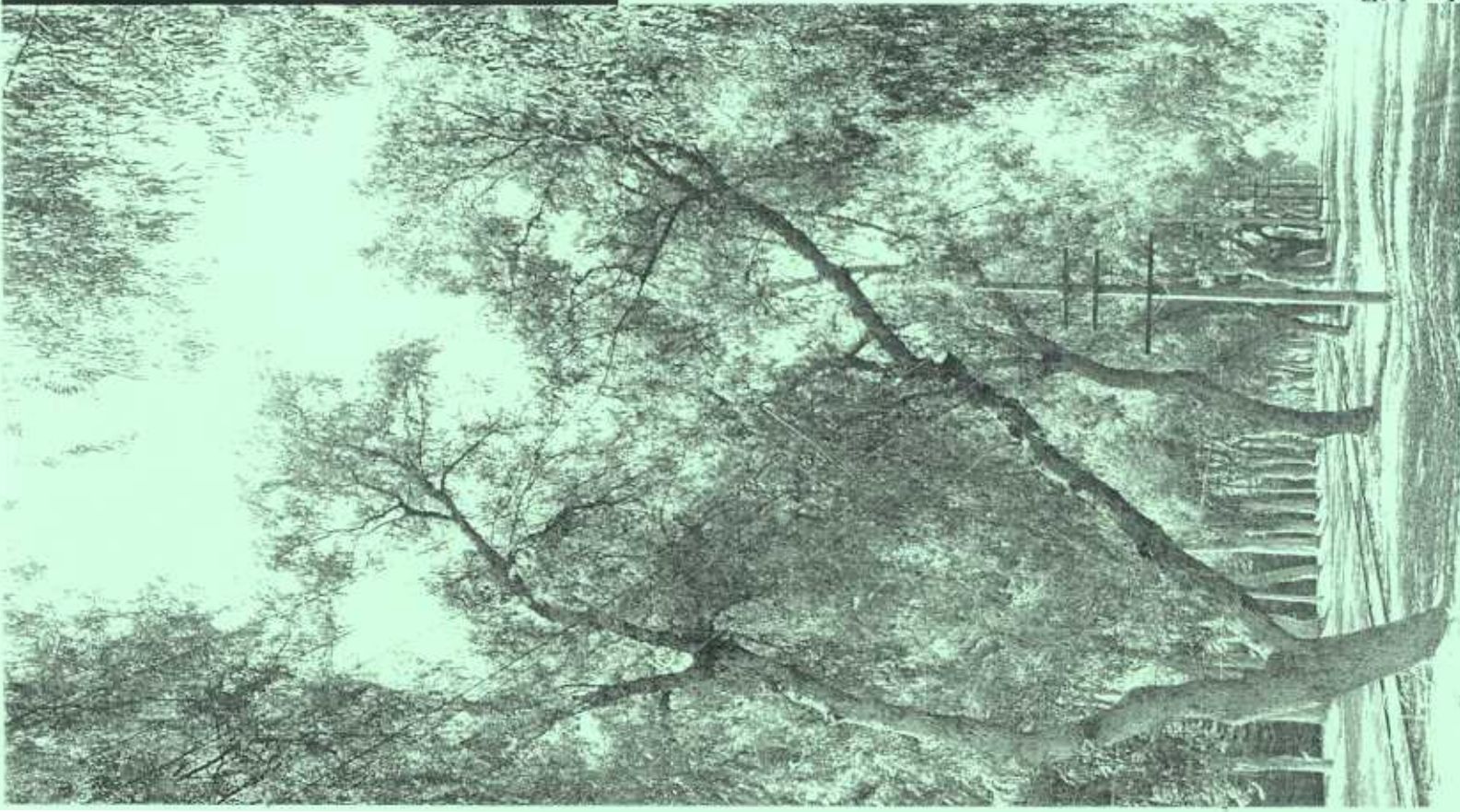


**Magnolia / Market
Corridor Study
Executive Summary**
for
**City of Riverside
Planning Department**
September 1, 1999



MOULE & POLYZOIDES
ARCHITECTS AND URBANISTS

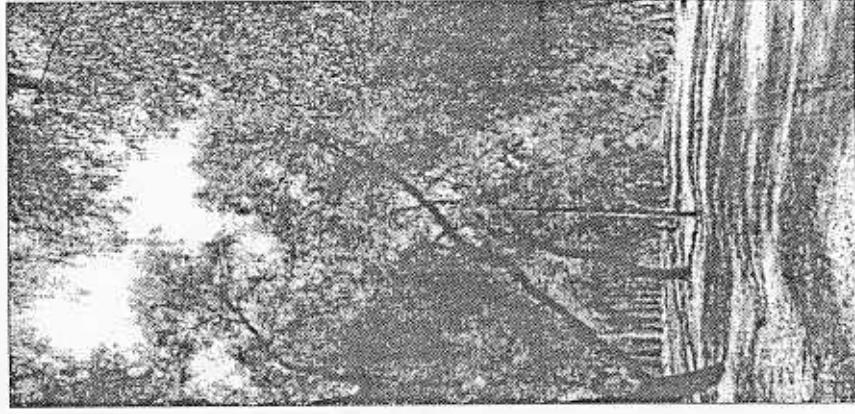
M A G N O L I A / M A R K E T C O R R I D O R S T U D Y

for

Riverside City Planning Department

September 1, 1999

Moule & Polyzoides
Architects and Urbanists



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Ronald O. Loveridge

City Council

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Ward 2 : Ameal Moore
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Ward 4 : Maureen Kane
Ward 5 : Alex Clifford
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Design Review Board: Susan Walcott

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Consultants

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Moule & Polyzoides :	Stefanos Polyzoides
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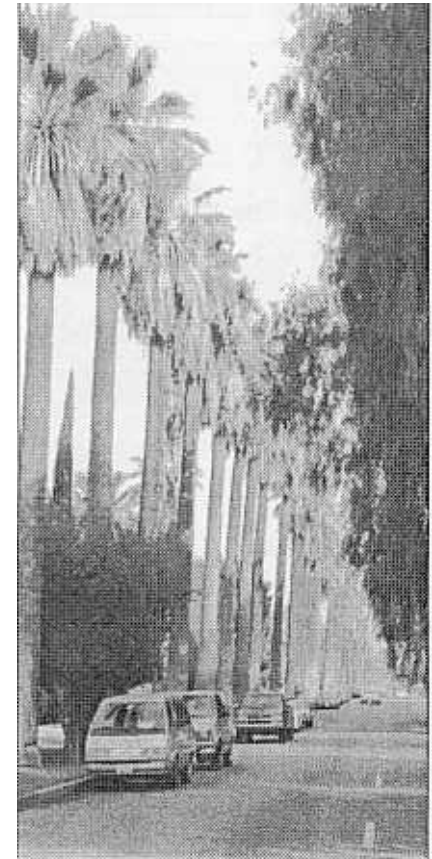
Landmark Partners:	Charles Loveman
	Tim Sales

Transportation Consultants

The Mobility Group	Mike Bates
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Landscape Architects

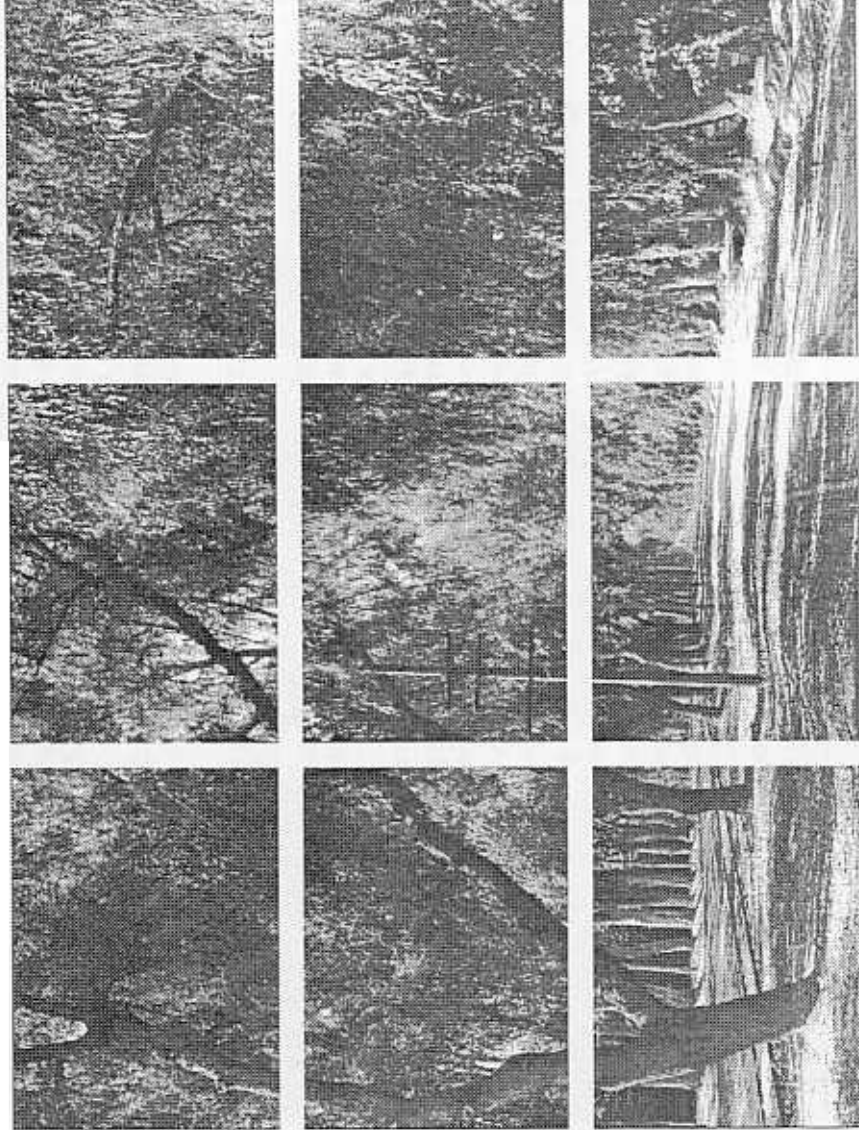
Burton & Company	Pamela Burton
	Angie Coyier



EXECUTIVE SUMMARY

"A city is a human artifact which is a collection of places and things. It is what we are born into and what we leave behind. What we hold in common is not only that which we share with the living, but that which we share with those before us and those after us."

Stelanos Polyzoides
Architect & Urbanist



"The specific nature of a metropolitan region will dictate which growth strategies are necessary and useful."

Peter Calthorpe
Architect & Urbanist

EXECUTIVE SUMMARY

The Magnolia Avenue/Market Street corridor study establishes a framework for change along the entire 17 miles of this historic arterial. This executive summary is designed to provide an overview, or synopsis of this study. The following summarizes the overriding topics explored in this study including Land Use and Economics, Transportation, Landscape and Urban Design as well as the recommendations for the corridor as a whole and the individual communities lining the corridor including La Sierra, Galleria, Arlington, Magnolia Heritage, Wood Streets and Downtown Riverside. Each section of this study goes into great detail about the existing conditions, analysis of the conditions and recommendations for future development, land uses and transportation options within the individual communities and the overall corridor.

III. CORRIDOR WIDE ANALYSIS AND REVIEW

A. Land Use and Economic Performance: Although Riverside County is currently one of the growing Counties in the United States, the City of Riverside has yet to capture its share of that growth. In the past 20 years the City has seen its share of county residents drop from 25% to 18% of the overall population. With the exception of the Galleria, retail sales have dropped 19% in the past 10 years and office vacancy rates are currently well over 20%. This trend does not have to continue. Along the Magnolia/Market Street corridor, Riverside has an extraordinary architectural and landscape heritage, cultural offerings and an overall sense of place that most of the newer municipal neighbors lack. There is a quality of life here that Riverside needs to enhance and promote along the corridor and throughout the City. This chapter provides a strong

overview of current market demographics including lease rates and occupancies. It also identifies potential opportunities available along Magnolia Avenue and introduces guidelines and policies necessary for realizing them.

Some of the key guidelines include:

- 1.** Define the specific retail roles that are unique to each of the retail districts along the corridor. The same competing retail types should not occur along the full length of the Avenue.
 - 2.** Confine entertainment uses such as movie theaters to specific locations along the corridor that are most beneficial to the corridor as a whole.
 - 3.** Determine office market niches along the corridor that are complementary to existing product inventory.
 - 4.** At existing infill sites, create a variety of traditional higher density multi-family housing types that are complimentary to the existing single family neighborhood houses.
- B. Transportation:** This chapter addresses all of the transportation issues along the corridor including traffic, transit, bicycle paths, pedestrian circulation and parking. The existing conditions are identified and key issues relating to current conditions, proposed changes from previous feasibility studies, and the General Plan are explored. Following these, recommendations are stated that were derived through an interactive and iterative process with City staff and the general public through a series of public workshops.

Although many recommendations are stated in Section III-B, some of the key recommendations include:

1. Identify Magnolia Avenue as a "Local" and "Transit" corridor in the General Plan. Magnolia should primarily serve local traffic needs rather than higher speed long distance traffic and bus transit should be emphasized for accommodating future growth.

2. Place equal emphasis on all uses in the corridor including auto, bus, bicycle and pedestrian.

3. Retain the current 4-lane roadway throughout the corridor except where there currently are 6 lanes.

4. Remove the right-of-way easement requirements in the General Plan to the current right-of-way street width.

5. Install measures to calm traffic at key nodes and neighborhood locations.

6. Add express bus service to the corridor and install a series of community circulator busses to the key 4 or 5 districts along the length of Magnolia Avenue.

7. Generate a "Park Once" program (See page 41) within the districts and neighborhoods in order to encourage pedestrian activity. Coordinate this program with the express bus stop locations and residential, commercial and retail nodes.

C. Open Space and Building Types: This chapter identifies the existing open space patterns along Magnolia and further describes their characteristics that help define meaningful public spaces along the entire corridor. It also identifies building types currently existing in Riverside and Southern California as well as new multi-family types that should be utilized as elements in any new development. These types provide a variety

of densities while still fitting into the context of existing single family neighborhoods. When used singly or in combination, they produce a public realm that is compatible with the historic character of Riverside.

D. Landscape: In this chapter the existing landscape conditions along the corridor are identified and the historic ideology and plant types of the parkways and medians are described. Next an analysis of the impacts of the current General Plan on this landscape is explained as well as the impacts of suggested transportation alternatives identified in the Transit Feasibility Study. This chapter concludes with general recommendations for the overall corridor and the specific districts and neighborhoods along the corridor. These recommendations include:

1. Preserve and enhance the existing heritage landscape along Magnolia Avenue in order to unify the corridor. At the same time, provide district specific landscape elements that distinguishes each community.

2. Introduce structure and order to the landscape along the corridor. Where there are currently trees missing, reintroduce trees that strengthen this order. Although this order is important to the character of the overall corridor, lengthy monocultures of trees should be avoided.

3. Parkway tree planting should be alternating Palms and broadleaf shade trees. Median tree planting should be large evergreen canopy trees with district-specific accent trees at key locations.

4. Accentuate the thresholds between districts with clusters of trees combined with signage and pedestrian amenities.

"...corridors... can integrate natural environments and man-made communities into a sustainable whole."

Andres Duany
Architect & Urbanist

"All human communities involve an intense interplay between the individual and the law. Without the law there is no peace in the community and no freedom for the individual to live without fear."

Vincent Scully
Architectural critic

5. Reintroduce unique pedestrian scaled street lighting, furniture, paving, artwork and landscape to the individual neighborhoods, districts and pedestrian nodes.

E. Historical Preservation: One of the defining characteristics of Riverside is its legacy of historic buildings and landscape. Much of this legacy can be seen along several of the original corridors through Riverside including the Magnolia/Market Street corridor. This chapter identifies the specific historical elements along Magnolia Avenue and suggests ways that these resources should be used in order to preserve the structure of existing neighborhoods and districts.

F. Codes and Coding: This chapter discusses the ramifications of the existing codes and General Plan pertaining to transportation, parking, land use, building form and public space. Once these are identified, recommendations for changes are made to existing zoning code and the General Plan. Key suggestions include:

1. Designate Magnolia Avenue as a Transit Arterial
2. Set the right-of-way on Magnolia Avenue to be 100 feet north of Arlington Avenue and 132 feet south of Arlington.
3. Designate Magnolia as a 4 lane arterial its entire length
4. Create a new zoning category that promotes mixed-use development
5. Condense retail uses into specific areas identified in Section IV, District Specific Review

G. Catalytic Projects: It is important, particularly at the early stages of realizing the Magnolia corridor project, that specific catalytic projects which help to stimulate collateral development be promoted early on. This chapter identifies all of the potential projects that were recommended by City Officials, City Staff and the public through the workshop and charrette process. These projects are broken down into categories identified by themes such as transit, right-of-way, development opportunities, landscape and individual neighborhoods and districts. They are also categorized by cost ranging from large-scale public works projects to small-scale recommendations. In all, this chapter provides a basic checklist for implementation in the renovation and revitalization of the Magnolia corridor.

IV. DISTRICT SPECIFIC REVIEW

A. La Sierra and Galleria: The La Sierra and Galleria communities stretch from Riverside's western boarder, just west of Buchanan Street, to just east of the Galleria at Tyler at Harrison Street. This region is the most recently developed community within Riverside (begun primarily in the 1950's) and has an auto dominated "strip" retail character with some commercial, light industrial and multi-family uses. In most cases, these uses have placed their parking in front of the buildings facing Magnolia Avenue perpetuating a pedestrian no-mans land along the street. Although this area is overbuilt with retail uses due primarily to the abundance of C-2 Commercial zoning, the Galleria at Tyler has continued to be a significant retail draw within the region. In the La Sierra community, the Avenue is wide with wide medians up to 55 feet wide. In the Galleria community the Avenue becomes 6 lanes and is bisected by a thin narrow median.

Many specific recommendations are proposed in Section IV-A La Sierra and Galleria. The following is an overview of the key points:

1. Support the Galleria and through design and urban design promote future expansion towards Magnolia Avenue in order to incorporate the Galleria into the corridor.
2. Reign in retail sprawl and restrict retail uses around the Galleria to between Ross Street and Banbury Drive. In the remaining area change zoning to a new mixed-use multi-family zone.
3. Create a mixed-use La Sierra town center at La Sierra Avenue and Magnolia Avenue with local retail, civic buildings and play fields and mixed-use multi-family housing. Reconfigure this intersection to reduce the curb to curb width to 78 feet for better pedestrian access.
4. Eliminate the right-of-way easement requirements over and above the General Plan street cross section dimensions on Magnolia Avenue.
5. Create pedestrian pockets and pedestrian friendly transit stops throughout the neighborhoods with rain shelters and other streetscape amenities.
6. Create a landscape, signage and architectural design identity that is specific to the La Sierra community and the Galleria community.
7. Retain and enhance the existing tree line along Magnolia Avenue of Palms alternating with canopy trees. Fill in with new trees where there are voids within the line of trees and, particularly within the Galleria

area, introduce more shade trees to provide shade to adjacent properties as well as shade for the pedestrians and cars.

B. Arlington and Magnolia Heritage: Arlington Village and Magnolia Heritage are two of the oldest communities located on the original Magnolia corridor with Arlington Village originating in 1868. These communities are bordered by Harrison Street at the western end of Arlington Village and Arlington Avenue to the east of Magnolia Heritage. Arlington Village, centered at the intersection of Van Buren Avenue and Magnolia has the basic components of a walkable, well-defined mixed-use neighborhood. A park, pedestrian oriented storefronts, well built traditional bungalow houses, intact plantings of street trees and civic buildings are all within a five-minute walk from the core. Outside of this center, however, the pedestrian character breaks down and land uses begin to give preference to the car with parking lots located along Magnolia Avenue.

The Magnolia Heritage community is noted for its historical buildings and abundant landscape, large institutions and short segments of parallel frontage roads all facing onto Magnolia Avenue. Magnolia Avenue in this area also has a 20-foot central median, which is heavily landscaped with Magnolia and Pepper trees. Large setback easement requirements along the corridor have forced building development to occur back from the Avenue which, as a consequence, has precipitated a proliferation of surface parking lots facing onto the street.

Zoning in both communities varies greatly with a mixture of different commercial and residential classifications.

"The prospect of a new century raises serious concerns about the quality of life that can be expected in a future era of diminished global resources."

Peter Katz
'The New Urbanism'

"Society is cheated if architectural design is treated like painting and sculpture, whereby the artist is ultimately to be regarded as the sole judge as to whether or not his creation is right."

Peter Collins
Author

Many specific recommendations are proposed in Section IV-B. The following is an overview of the key points:

1. Encourage new medium and high-density housing and mixed-use housing on vacant lots in both the Arlington Village area at the vacated nursery site, and in Magnolia Heritage at the vacant lots along the corridor including the large parcel at Adams Street and Magnolia.
2. Create a small business assistance program to help the smaller business compete with the big box retailers. This organization could be partially funded with money from taxes generated from the big box retailers.
3. Market Arlington Village to potential retailers and customers as a whole consolidated shopping experience. Create a Village Manager position to facilitate this program and implement an improvement district.
4. Maintain the small individual retail character of these neighborhoods by forbidding auto dependent big box retailers.
5. Eliminate the General Plan proposed easement setback requirements above the street cross section needs.
6. Enact the "Arlington Community Study" which includes proposals for expanding the Arlington Park to a full block and for creating a connection from the park to Magnolia Avenue.
7. Create strong landscape standards for all frontage roads and if possible these roads should be eliminated over time.

8. Provide a flexible intersection and roadway layout at the Van Buren and Magnolia Avenue intersection, which incorporates pedestrian improvements.

9. Remove the chain link fence facing Magnolia Avenue surrounding the Sherman Institute School. Replace it with a new fence set back from the street a minimum of 10 feet with new landscaping fronting the fence.

10. Retain the existing historical landscape along Magnolia Avenue. Infill with Palms or canopy trees where trees are missing. Introduce accent trees and landscaping that is unique to these two communities in order to create a strong individual neighborhood character in each.

11. Make the Parent Navel Orange Tree park a highlighted focal point to the Magnolia Heritage community.

12. Introduce guidelines to the development of the California Baptist University vacant lot that does not allow parking to face Magnolia in any case.

C. Magnolia Center and Wood Streets: Magnolia Center and the Wood Streets neighborhoods are located between Arlington Avenue and Terracina Drive south of Downtown Riverside. These areas were part of the original Magnolia Avenue. At the heart of Magnolia Center are the Riverside Plaza and Brockton Arcade retail developments. Although they have fallen on hard times with high vacancies and diminished shopper support, these facilities are at the knuckle of the Magnolia corridor and have great potential for region wide support. Wood Streets is a pleasant residential district comprised of historic vintage homes, tile-roofed street entry markers, historic pedestrian lighting and

dense mature landscape and street trees. Zoning in the Magnolia Center is primarily commercial while in the Wood Streets it is mostly residential. Street right-of-ways in these districts are primarily 100 feet wide, which includes two travel lanes each way, bike lanes, a central turn lane, and sidewalks with street trees in Magnolia Center and parkways with large canopy trees, sidewalks and grass in the Wood Streets.

Many specific recommendations are suggested in Section IV-C. The following are some of the key points:

1. Renovate and revitalize the Riverside Plaza and Brockton Arcade so that it is pedestrian friendly and oriented to the street, fits into the original block structure of Magnolia Center, and offers a variety of medium format value retail stores, restaurants and entertainment.
2. Expand the Riverside Plaza so that it faces onto Magnolia Avenue.
3. Strengthen Magnolia Center as a cohesive, singular shopping and entertainment district with overall marketing, signage, and street graphics program.
4. Reconfigure the intersections of Magnolia, Central and Brockton Avenues to reduce congestion and traffic delays.
5. Provide mid-block landscaped medians in both the Magnolia Center and Wood Streets districts.
6. Create a Park Once program in the Magnolia Center district.
7. Provide mixed-use residential opportunities in the

Magnolia Center area.

D. Downtown Riverside: For the purposes of this report, the downtown area extends from Terracina Drive, north past State Route 60 to the Santa Ana River. Within this area, Magnolia Avenue turns into Market Street and becomes a dividing line between the downtown business core and residential communities to the west. The downtown area has many of the qualities of a pedestrian friendly district although several changes are required to make it more lively and pedestrian friendly. The street right-of-way is 100 feet wide and contains two travel lanes going each direction, bike lanes, parking lanes, a central turn lane and 10 foot wide sidewalks on each side with tree wells and grates. Market Street changes to two lanes each direction with no sidewalks or central turn lane, north of 1st Street. This portion of the street is designated for change to a tree-lined boulevard with two travel lanes in each direction and a central landscaped median, in the City's General Plan. Zoning along Market Street ranges from institutional to office to commercial to multi and single family housing, although a majority of current uses are surface parking lots, parking garages, small-scale retail and used auto dealerships. White Park, Fairmount Park and Newman Park all front on Market.

Many specific recommendations for the Downtown districts have been suggested in Section IV-D. The following are several of the key points:

1. Restore the Fox Theater and pursue entertainment and cultural uses for the facility. The Fox Theater should be at the center of a focused revitalized Market Street/Mission Inn Avenue neighborhood.

"We should be as courteous to a man as we are to a picture, which we are willing to give the advantage of the best light."

Walt Whitman

"My precept to all who build is, that the owner should be an ornament to the house, and not the house to the owner."

Cicero

2. Target specialty retail, restaurants and office uses for downtown, which underscore quality of life advantages.

3. Strengthen the residential base downtown with new housing types that offer higher densities and some mixed-uses.

4. Disperse parking structures throughout downtown Riverside rather than consolidating them along Market Street.

5. Create curb bulb-outs at the intersections of University and Mission Inn Avenues, Sixth Street, Third Street and First Street to facilitate better pedestrian crossings by reducing walk distances.

6. Provide a pedestrian activated traffic light for pedestrian crossing at Ninth Street.

7. Create mid-block landscaped medians between Sixth and First Streets.

8. Remove the ficus trees along Market Street over time and replace with an alternating planting of palms and evergreen canopy trees.

9. Complete work on White Park and the surrounding neighborhoods as suggested in the "Mission Village Plan."

V. IMPLEMENTATION: This section provides an outline for the implementation and development of the Magnolia/Market Street Corridor Study in the near to medium term, up to 20 years out. This implementation strategy is broken down into four elements.

One: "Get the Plan Passed" which covers the first four

months after ratification by City Council. To facilitate this piece of the plan, it is suggested that two leadership groups be created. One should be a Magnolia Corridor Task Force made up of both public and private representatives from each of the seven communities. The second should be a City Technical Staff Committee, which includes members from each City department with regulatory and planning overview over the Magnolia Corridor.

Two: "Next Steps" covers the first year of the plan following ratification. This includes:

1. The incorporation and promotion of existing plans, projects and developments along the corridor into the corridor study plan.

2. Making changes to the current General Plan, Zoning Codes and assorted Specific Plans where necessary.

3. Tracking new projects to make sure they fit into the goals and program of the corridor plan.

4. Create an economic development direction for the entire corridor.

5. Incorporate the corridor study into each redevelopment plan.

6. Identify Private and Public funding sources.

7. Identify sources and earmark maintenance funds for the corridor.

8. Establish the transportation identity and policy for the corridor.

Three: "Execute the Plan" covers the first five years following implementation of the corridor study. Within this time the City needs to set up standards and prioritize projects along the corridor that meet the goals and program of the Magnolia Corridor Study. The City, in this time period, should develop achievable goals and schedules for implementing the plan.

Four: "Keep the Course" which occurs from five to twenty years out. In this time City Staff and community leaders will have to follow through with the Magnolia Corridor Plan goals and visions. With these goals cemented into the policies of the City, specific changes in the plan can occur over time without destroying the character of the corridor.



Presbyterian Church in the Magnolia Heritage District

*"The woods are lovely, dark and deep
But I have promises to keep
And miles to go before I sleep
And miles to go before I sleep"*

Robert Frost